

**FILED**  
DEC 21 1953  
Registration Section  
DEPARTMENT OF JUSTICE

UNITED STATES DEPARTMENT OF JUSTICE

WASHINGTON, D. C.

REGISTRATION No. 1066

EXHIBIT C

TO REGISTRATION STATEMENTS

*Under the Foreign Agents Registration Act of 1938, As Amended*

*Furnish this exhibit for each FOREIGN PRINCIPAL of the Registrant.*

**THIS EXHIBIT WILL NOT BE ACCEPTED FOR FILING UNLESS IT IS REASONABLY COMPLETE AND ACCURATE.**

1. Name and address of Registrant. Doyle Dane Bernbach, Inc.  
20 West 43rd Street  
New York, N.Y.

2. (a) Name of Foreign Principal. French Government Tourist Office

(b) Principal address of Foreign Principal. 610 Fifth Avenue, New York 20, N.Y.

(Branch of Ministry of Public Works, Transportation & Tourism,  
Commissariat General, 8 Ave. de l'Opera, Paris

3. If the Foreign Principal is a foreign government, state the following:

• Branch or agency thereof represented  
by Registrant

Name and title of official with  
whom Registrant deals

• French Government Tourist Office

Andre Alphand, Agent General  
Rene Bardy, Exec. Director

4. If the Foreign Principal is an individual (natural person), state -

(a) All present business and residence addresses not given under item 2(b).

(b) Citizenship or nationality:

(c) If an officer, employee, or agent of a foreign government, foreign political party, or any official or agency thereof, state -

Name of such government,  
political party, official, or  
agency

Nature of Foreign Principal's  
office, employment, or  
agency

Nature of any subsidy  
or other financial  
arrangement

5. If the Foreign Principal is not an individual (natural person) or a foreign government, state the following:

(a) Type of Foreign Principal's organization.

Committee \_\_\_\_\_ Voluntary group \_\_\_\_\_ Association \_\_\_\_\_

Partnership \_\_\_\_\_ Corporation \_\_\_\_\_ Foreign Political Party \_\_\_\_\_

Other (specify) \_\_\_\_\_

(b) Date and place of organization.

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(c) All partners, officers, directors, and similar officials of the Foreign Principal.

*Name and address of official*

*Position, office or nature of duties*

(d) List, if any, all of the Foreign Principal's branches and local units and other component or affiliated groups or organizations in the United States and elsewhere.

*Name and address of branch, unit  
group, or organization*

*Nature of connection with foreign  
principal*

(e) Branch or group, if any, represented by Registrant.

6. If the Foreign Principal is not a foreign government but is supervised, directed, or controlled by a foreign government, foreign political party, or an official or agency thereof, or by any other person or persons, state -

*Name of such government, political  
party, or other persons*

*Nature and extent of supervision,  
direction or control*

7. If the Foreign Principal is not a foreign government but is financed or subsidized in any way by a foreign government, foreign political party, or an official or agency thereof, or by any other person or persons, state -

*Name of such government, political  
party, or other persons*

*Nature and extent of such financing  
or subsidization*

8. If the Foreign Principal is not a foreign government, state nature of all its businesses, occupations or functions:

**FRENCH GOVERNMENT TOURIST OFFICE**

*A Service Agency of the French Ministry of Public Works Transportation and Tourism*

610 FIFTH AVENUE

NEW YORK 20, N. Y.

CHICAGO OFFICE  
18 South Michigan Avenue

SAN FRANCISCO OFFICE  
329 Geary Street

LOS ANGELES OFFICE  
6030 Wilshire Blvd

MONTREAL OFFICE  
1170 Drummond Street

Telephone: PLAZA 7-1125  
Cable Address: OFTOURISME

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June 17, 1959

Mr. Maxwell Dane  
Doyle Dane Bernbach, Inc.  
20 West 43rd Street  
New York 36, N.Y.

Dear Mr. Dane:

The French Government Tourist Office in North America hereby appoints Doyle Dane Bernbach, Inc., as its Advertising Agency in the United States, effective August 1, 1959.

It is understood that this appointment is cancellable at any time by us or by you upon at least ninety days written notice.

You are precluded from the handling of other Government Tourist Offices which are directly competitive. This understanding is a part of this agreement, as is the provision that any travel accounts which you may contemplate soliciting first will be discussed with the French Government Tourist Office for an opinion on its competitive status. We accept the fact that the tourist accounts presently handled by you are not directly competitive.

Your compensation will be in the form of the regular 15% commission paid by the advertising media employed, and you are to bill us at cost plus 15% for production materials. It is understood that all advertising is to be approved by us before any commitment is made to the media.

All research directly connected with the creation of our advertising and all research based on existing data on our business are to be paid for by you. Trade research and product research or special jobs requested by us are to be paid for by us, but in each case cost estimates are to be approved in advance.

We understand that the services of your Sales Promotion Department are available to us at all times, with any assignments charged on fee basis to be agreed between us before the work is undertaken.

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...

We agree to pay all bills on or before discount or due dates.

The French Government represented by any duly authorized agent whose name shall be communicated to you ten days in advance has the right at any reasonable time or times to audit your accounting in order to determine the correctness of the amounts billed under this agreement.

I would appreciate your returning to me, approved and agreed, two copies of this letter.

Sincerely yours,

/js

*Andre Alphand*  
Andre Alphand  
Agent General

Accepted and agreed to

*Thamuel Dane*  
Name

*Sac - Treas*  
Title

*July 9, 1959*  
Date

Approved :

FRENCH FINANCIAL COMMISSION AND SPECIAL  
AGREEMENTS WITH THE UNITED STATES



100-10000

*[Signature]*  
100-10000